

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

February
15th

Wilma
Brucan

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Painted for Maclean's Magazine by Wilma Brucan.

for Better Accessories STEWART-WARNER

Keeping Faith with the Car Buyer

A Campaign
for Better
Accessories

When a man—or woman—buys a car, it is usually the result of months of study. Advertising has been compared. Friends have been consulted. Cars on the street have been looked over. "How do you like your car?" is asked of every car owner at some time or another.

When it is summed down to a choice of any one of two or three makes, the customer walks in—ready to be sold. Right here is where the dealer has a wonderful opportunity to be of valuable service to the car buyer.

After selecting a good car, it is sheer folly to spend money for flimsy bumpers, worthless windshield cleaners, inefficient shock absorbers, or other unreliable accessories.



"Today's car is for better accessories"

By recommending Better Accessories, the dealer is giving the car buyer the benefit of experience and retains his good-will. He is keeping faith with him.

Today's traffic calls for Better Accessories—accessories that really protect—that are dependable in emergencies—and render the service a car owner expects for his money.



"With the car, the customer must have accessories"

With the car, the customer must have accessories—Bumpers, Spotlight, Rear Vision Mirror, Windshield Cleaner, Shock Absorbers etc.

The millions who now use Stewart-Warner Accessories prove the reliability of this name. Like "Sterling" on silver or "18 Karat" on gold, "Stewart-Warner" is the mark for both dealer and car owner to bank on.

Next to selling a good car, the dealer's most important business is seeing that the car buyer selects the "Better" Accessories.

The dealer who does this is enjoying an enviable success in his community.



STEWART-WARNER SPEEDOMETER CORP.
CHICAGO
TORONTO MONTREAL VANCOUVER
OTTAWA CALGARY WINNIPEG

Stewart-Warner
Accessories



BUMPERS SHOCK ABSORBERS SPEEDOMETERS SPOTLIGHTS ELECTRIC WINDSHIELD CLEANERS HEATERS REAR VISION MIRRORS VACUUM TANKS ELECTRIC HOORS REAR FENDER GUARDS WATCHED UNIT RADIO

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS



Popular with the Municipalities!

NEW YORK CITY uses International Trucks and the list of the boroughs and departments they serve tells a significant story of motor hauling efficiency. This great municipality demands much of its trucks but not more than these trucks are giving.

Internationals are prominently identified with every phase of municipal transportation in the City of New York. Whether it be the one-ton Speed Trucks making quick work of jobs that must be done when they must be done, or the five-ton

Heavy-Duty Trucks doing the toughest work with ease, Internationals are competently serving different departments of the world's second largest city day in and day out.

And in Canadian cities and towns from coast to coast, in every type of work, municipal and commercial, International Trucks are delivering utmost satisfaction. They have been doing this for over twenty years, just as other products of the Harvester Company have been giving good service for almost a century.

The following departments of the City of New York use International Trucks

Department of Street Cleaning	Department of Water
Department of Public Works	Department of Police
Department of Parks and Recreation	Department of Public Health
Department of Public Safety	Department of Public Works
Department of Public Works	Department of Public Works
Department of Public Works	Department of Public Works
Department of Public Works	Department of Public Works
Department of Public Works	Department of Public Works

Nearly 100 International Trucks are in the service of Canadian Municipalities. Practical Government Departments: Public Utilities, etc. The service from trucks are delivering is a daily testimony to International Truck construction and to the judgment of the Canadian business men and public officials who selected International Trucks.

INTERNATIONAL HARVESTER TRUCKS

Eastern Branches—Proctor, Proctor, Inc., Calgary, Edmonton, Lethbridge, Alta., St. John, N. B., St. John, N. S.

Western Branches—Blenheim, London, Ontario, Oshawa, Windsor, Quebec, St. John, N. B.





The cream of the world's magazine literature. A series of Biographical, Scientific, Literary, and Descriptive articles which will keep you posted on all that is new, all that is imperative and worth while to thinking men and women of the world-to-day.

Is Party System Out of Date?

Political Machine of Nineteenth Century Faced with Conditions
It no Longer Fits, Says Distinguished Liberal

GURLEY MURRAY

THEIR everything but in Ottawa's party system is the answer. It is the only political system that has been able to survive in the face of the most powerful forces in the world today, the forces of change, the forces of progress, the forces of the future.

In Ottawa, Ontario, the Conservative Party, which has been the dominant force in the province since 1978, is facing a new challenge. The party's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future. The party's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future.

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There will be a great deal to be learned from the study of the party's traditional base of support in the rural areas of the province. The party's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future. The party's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future.

Does Canada Lack Artistic Soul?

Women Writer Finds Canadian Youth is Disoriented From
Fads of National Progress in Arts

ANNE D. LARSEN

IF CANADA is a land of literary and artistic achievement, it is a land of artistic achievement. The country's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future. The country's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future.

Understanding the situation of the arts in Canada is a task that requires a deep understanding of the country's traditional base of support in the rural areas of the province. The country's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future. The country's traditional base of support in the rural areas of the province is being eroded by the forces of change, the forces of progress, the forces of the future.

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The First Law of Beauty

in caring for your complexion:

Cleanse the skin thoroughly
every night with a cream
that really cleanses

By MARILYN JENNINGS

Why cleanse your skin every night? The answer is simple: to keep your skin clear and healthy, to prevent the formation of blemishes, to keep your skin looking its best.

There is one thing, however, that you must remember: to keep your skin clear and healthy, you must use a cream that really cleanses. A cream that not only cleanses, but also nourishes and protects your skin.

You must keep your skin clear and healthy, and you must keep it clear and healthy every night. A cream that really cleanses is the key to clear, healthy skin.

Remember, Night Cream brings you the benefits of a night cream, and it does so in a way that is both effective and gentle. It is a cream that really cleanses, and it is a cream that really nourishes.

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Don't miss the full story of the Night Cream story in the new book, "The First Law of Beauty," by Marilyn Jennings.

Try the treatment yourself. It's the only treatment that really cleanses and nourishes your skin. It's the only treatment that really cleanses and nourishes your skin.

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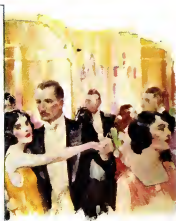
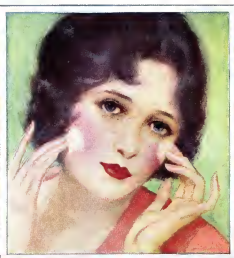
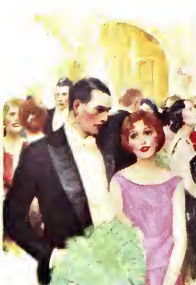
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TO FREE YOUR SKIN FROM BLEMISHES—use the famous Woodbury Treatment given below

Sixty Two percent of Washington and Baltimore Debutantes find this soap the best for their skin

LAST month we published a report on 224 New York and Boston debutantes—a picked list, furnished by society editors in these two cities—showing the very large extent to which Woodbury's Facial Soap is preferred above all other toilet soaps by these two groups of young society girls.

In order to make our survey more complete, we followed our New York and Boston investigations with a similar inquiry among Washington and Baltimore debutantes.

The results are fully as interesting as those of our previous investigation.

Woodbury's six times as popular as any other soap

Among the entire number of Washington and Baltimore debutantes presented this season, 62 per cent were regular users of Woodbury's Facial Soap.

The Woodbury users numbered six times as many as the users of any other soap.

Among Baltimore debutantes alone, Woodbury's was nearly eight times as popular as any other soap.

Why these society girls use Woodbury's Facial Soap

There are more than 600 different brands of toilet soap on the market today.

Why is it that, with this bewildering assortment to choose from, the majority of young society girls in New York, Boston, Washington, and Baltimore are overwhelmingly in favor of Woodbury's Facial Soap?

The answer is two-fold—because with a society girl the care of her skin is a matter of primary importance—something to which she is willing to devote time and care; and because of the wonderful efficacy of Woodbury's Facial Soap and the famous Woodbury treatments in helping women to overcome common skin defects, and to keep their complexion smooth, clear and flawless.

Woodbury's unique in its effect on the skin

A skin specialist worked out the formula by which Woodbury's is made. This formula not only calls for absolutely pure ingredients. It also demands greater refinement in the manufacturing process than is commercially possible with ordinary toilet soap. In merely handling a cake of Woodbury's one notices this extreme fineness.

Around each cake of Woodbury's Facial Soap is wrapped a booklet containing special cleansing treatments for overcoming common skin defects, such as blackheads, blemishes, sallowness, excessive oiliness, etc. Get a cake of Woodbury's today, at any drug store or toilet goods counter and begin tonight, the treatment your skin needs!

A 25-cent cake of Woodbury's lasts a month or six weeks for regular toilet use, including any of the special Woodbury treatments. For convenience—get Woodbury's in 3- or 12-cake boxes.

Now! THE NEW, LARGE-SIZE TRIAL SET YOUR WOODBURY TREATMENT FOR 10 DAYS

The Andrew Jergens Co., Limited, 1022 Sherbourne St., Perth, Ont.
For the enclosed 10 cents—Please send me the new large-size trial cake of Woodbury's Facial Soap, the Facial Cream and Powder, the Cold Cream, and the treatment booklet.
Retail Agents: Gresham & Gresham, Ltd., Blackfriars Road, London, S.E. 1.

Name
Street
City Province

Send this coupon and 10 cents for the new trial-size set!



The Famous Woodbury Treatment for Blemishes

JUST before retiring, wash in your usual way with warm water and Woodbury's Facial Soap and then dry your face. Now dip the tips of your fingers in warm water and rub them on the cake of Woodbury's until they are covered with a heavy cream-like lather. Cover each blemish with a thick coat of this soap cream and leave it on for ten minutes. Then rub away carefully with clear, hot water, then with cold.

